IN THE CLAIMS:

1-38. (cancelled).

39. (previously presented) A method to generate a print image on a carrier material, comprising the steps of:

applying a wetting-aiding substance with a molecular layer thickness on a surface of the print carrier, using as the wetting-aiding substance a surfactant with hydrophilic molecule sections, and a layer thickness for the wetting-aiding substance being smaller than 0.1 μm;

in a structuring process, generating at the surfactant regions used for forming ink-attracting regions and ink-repelling regions corresponding to a structure of the print image to be printed;

coating the surfactant on the surface of the print carrier with a layer which is one of ink-repelling and ink-attracting, said layer being made from a fountain solution, and forming said ink-attracting and ink-repelling regions;

applying on the fountain solution layer ink that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions;

transferring the applied ink onto the carrier material; and

before a new structuring process on the same surface of the print carrier, cleaning and re-coating the surface with said fountain solution layer.

40. (previously presented) A method according to claim 39 wherein said fountain solution layer is ink-repelling and the fountain solution is based on water.

41. (previously presented) A method according to claim 39 wherein the fountain solution layer is ink-repelling and a layer thickness of the ink-repelling layer is smaller than 1 µm.

42. (previously presented) A method according to claim 39 wherein the surface of the print carrier has a roughness that is smaller than a roughness used in a standard offset printing method.

43. (previously presented) A method according to claim 42 wherein an average roughness is smaller than 10 µm.

44. (previously presented) A method according to claim 42 wherein an average roughness of the surface of the print carrier is smaller than 2 µm.

45. (previously presented) A method according to claim 39 wherein digitally-controlled radiation is used for the structuring.

46. (previously presented) A method according to claim 45 wherein the radiation of at least one of a laser system, a laser, laser diodes, LEDs and a laser diode array is used.

47. (previously presented) A method according to claim 39 wherein a plurality of printing events occurs before a restructuring of the surface, and the print carrier is inked multiple successive times.

48. (previously presented) A method according to claim 39 wherein the surface of the print carrier comprises one of a continuous band and a generated cylinder surface.

49. (previously presented) A method according to claim 39 wherein an ink separation occurs before the transfer of the ink onto the carrier material.

50. (currently amended) A device to generate a print image on a carrier material, comprising:

a pre-treatment station which applies a wetting-aiding substance in molecular layer thickness on a surface of a print carrier, a surfactant with hydrophilic molecule sections being used as the wetting-aiding substance, and a layer thickness for the wetting-aiding substance being smaller than about 0.1 µm;

an image generation station which structures the surfactant to create regions used for forming ink-repelling regions corresponding to a structure of the print image to be printed;

a fountain solution application station which coats the surfactant on the surface of the print carrier with a layer which is one of ink-repelling and ink-attracting, said layer comprising a fountain solution, and forming said ink-attracting and ink-repelling regions;

ink adhering to the ink-attracting regions and not absorbed by the ink-repelling regions;

a transfer printing station at which the ink is transferred onto [[a]] the carrier material; and

before a new structuring on the same surface of the print carrier, a cleaning station which cleans the surface of the print carrier.

51. (previously presented) A device according to claim 50 wherein the fountain solution layer is ink-repelling, the fountain solution is based on water as an ink-repelling layer.

52. (previously presented) A device according to claim 50 wherein the fountain solution layer is ink-repelling and a thickness of the layer is smaller than 1 µm.

53. (cancelled)

54. (currently amended) A device according to claim ~~53~~ 50 wherein an average roughness of the surface is smaller than 10 µm.

55. (currently amended) A device according to claim ~~53~~ 50 wherein an average roughness of the surface of the print carrier is small than 2 µm.

56. (currently amended) A device according to claim 50 wherein digitally-controlled radiation is ~~sued~~ used for the structuring.

57. (previously presented) A device according to claim 56 wherein radiation of at least one of a laser system, a laser, laser diodes, LEDs and a laser diode array is used.

58. (new) A method to generate a print image on a carrier material, comprising the steps of:

covering a surface of a print carrier with a wetting-aiding surfactant layer;

in a structuring process generating what will become ink-attracting regions and ink-repelling regions via structuring of the surfactant layer corresponding to a structure of the print image to be printed, and wherein to structure the surfactant layer, radiation of a light source is directed via a control element per image point onto the surfactant layer dependent on a control signal;

covering the surface with a fountain solution layer to create said ink-attracting and ink-repelling regions;

applying at the surface ink that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions; and

transferring the applied ink onto the carrier material.

59. (new) A method according to claim 58 wherein the surfactant layer is less than .1μm.

60. (new) A device to generate a print image on a carrier material, comprising:

a pre-treatment device that applies a wetting-aiding surfactant layer onto a surface of a print carrier;

an image generating station in which in a structuring process what will become ink-attracting regions and ink-repelling regions are generated in the surfactant layer corresponding to a structure of the print image to be printed;

a dampening station which applies a fountain solution layer on said surface to create said ink-attracting regions and ink-repelling regions;

an ink application station wherein ink that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions is applied on the surface;

an ink transfer station wherein the applied ink is transferred onto the carrier material;

the image generating station having a light source whose radiation is directed via a control element per image point toward the surface of the print carrier; and

the radiation being dependent on a control signal.

61. (new) A device according to claim 60 wherein the surfactant layer is less than .1 μm.

62. (new) A device according to claim 60 wherein a plurality of PLZT control elements are arranged in at least one line as an array and the structuring occurs line-by-line.

63. (new) A device according to claim 62 wherein a gradient fiber element is used as an imaging optic that focuses radiation passed by the respective PLZT element.

64. (new) A device according to claim 60 wherein a DMD element is used as the control element.

65. (new) A device according to claim 60 wherein a wavelength of radiation radiated by said light source is adapted to the surfactant layer.

66. (new) A device according to claim 60 wherein the print carrier comprises a band in the shape of a closed loop.

67. (new) A device according to claim 60 wherein the print carrier comprises a bend in the shape of a drum.

68. (new) A device according to claim 67 wherein the drum has cups receiving the fountain solution layer.

69. (new) A device according to claim 60 wherein a coating system makes the fountain solution layer an ice layer.

70. (new) A device according to claim 60 wherein a cleaning station following the ink station removes remaining portions of the ink and fountain layer.

71. (new) A device according to claim 60 wherein the light source comprises a laser beam.